The Journey to Improve Digital User Experience

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Methods

Google Analytics

1. **Data Period:** Jan. - May, 2014
2. **Tool:** Google Analytics
3. **Process:** The data sets were grouped and combined into the legend categories in the graph.

User Survey

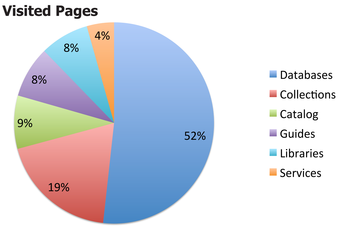
1. **Survey Period:** April - May, 2014
2. **Tool:** Survey Monkey
3. **Process:** The data sets were collected only online. There were 282 respondents, but only 165 responses were valid.

1 Evaluation

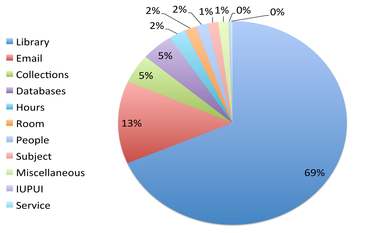
2 User Analysis

Google Analytics

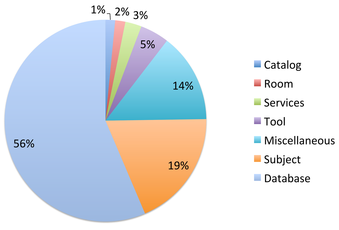
Most Visited Pages



Search Terms Used on the Search Engines



Searh Terms Used on the Website



User Survey

Main Reasons to Use the Website

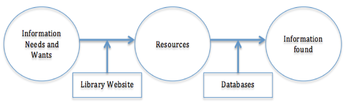
- 77% For Research
- 49 % For Practical Information
- 67% For Course Assignments
- 53 % For Room Reservation

Most Important Things for Users

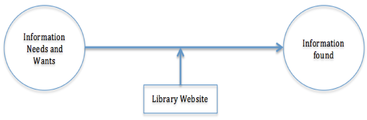
- Very Important — Find books, articles, and other resources.
- Important — Find course-related materials.
- Important — Get information on libraries' location, opening hours, and contact information.
- Less Important — See a list of new books.

Insights

Library website as connection to library resources



Library website as information provider



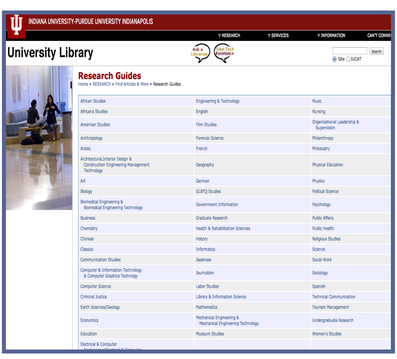
What to Improve?

Accessibility | Findability | Readability | Usability

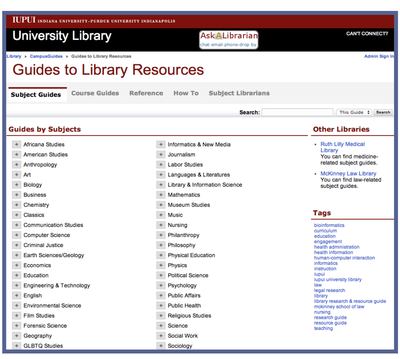
3 Design

Example: List of Subject Guides

Before



After



4 Test

Well Connected with Resources
Get Help When Encountering Difficulties